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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202)720-4330

Letter No. 2551

March 27, 1992



SECRETARY OF AGRICULTURE
Edward Madigan and **USDA**
Radio's Brenda Curtis get ready
for Madigan's Agriculture Day
radio news conference. (USDA
Photo by **Byron Schumaker**.)

REDUCING REGULATORY BURDENS -- Secretary of Agriculture **Edward Madigan** has announced a series of USDA actions to make USDA programs more effective and easier to use, speed up decision making, save time, cut paper work, reduce red tape complexities, increase output, save money and stimulate the economy.

In addition, the actions would provide more than \$1 billion in economic relief to business and consumers. Madigan announced 13 steps to ease or modify key regulatory burdens. Specific regulatory changes will be made in programs of the Food Safety and Inspection Service, Farmers Home Administration, Forest Service, Federal Grain Inspection Service and the Food and Nutrition Service. **Contact: Roger Runningen** (202) 720-4623.

RABIES VACCINE FIELD TEST -- USDA has asked for public comments on an environmental assessment for field testing a live, genetically engineered, rabies vaccine in New Jersey. The field trial is scheduled for about April 15 in Atlantic, Cape May and Cumberland Counties, N.J. **Contact: Sharon Scheidhouer** (301) 436-7776.

ENHANCED WIC PACKAGE -- USDA is proposing to provide a larger food package to breastfeeding women who participate in the Special Supplemental Food Program for Women, Infants and Children (WIC). The proposed food package would increase the amounts of juice, cheese and legumes and add carrots and canned tuna. "We encourage women to breastfeed their babies," says **Catherine Bertini**, assistant secretary of agriculture for food and consumer services. "This enhanced food package will provide additional nutritional support for women who make that choice," she said. **Contact: Phil Shanholtzer** (703) 305-2313.

BEER EXPORTS HOPPING -- Consumers around the world are popping the tops on U.S. beers. Over the past six years, U.S. beer exports have foamed over -- growing more than 300 percent. In 1991, these exports reached a record-high level of nearly \$161 million. The U.S. traditionally exports only a small portion of domestic production, despite the fact that it is the world's largest producer of malt beverages. Over the last decade, however, U.S. producers have boosted their global activities, targeting many foreign beer markets.
Contact: Karen Halliburton (202) 720-1299.

WELFARE SIMPLIFICATION COMMITTEE -- Secretary of Agriculture **Edward Madigan** has appointed 11 people to serve on a new committee that will study ways to simplify and coordinate the efforts of the federal government's welfare programs. The Welfare Simplification Committee, which was established by Congress, will look at all of the government's public assistance programs, including food programs, cash assistance, medical care and housing. "It is important that the nation's assistance programs work together," Madigan says. "We need to avoid duplication of effort, which can cost taxpayers money." The committee is to present a report to Congress by July 1993. **Contact: Phil Shanholtzer** (703) 305-2313.

CATFISH PROCESSING UP -- Farm-raised catfish processed during February totaled 39.2 million pounds round weight, up 19 percent from February 1991. Net pounds of catfish processed during the month totaled 21.1 millions, an increase of 23 percent from last year.
Contact: Robert Little (202) 720-6147.

ORANGE PRODUCTION UP -- Grower prices for all fruit in early 1992 has remained near the high levels of a year ago, USDA economists say. The CPI for fresh apples averaged 18 percent higher in 1991 than in 1990 and the fresh-orange CPI averaged 55 percent higher. If the March forecast, which was 4 percent higher than the first forecast in October 1991, is realized, this season's citrus crop would be 7 percent larger than in 1990-91 and 12 percent more than in 1989-90. **Contact: Diane Bertelsen** (202) 219-0884.

FBL ON FAX -- Don't forget, you can get the **Farm Broadcasters Letter** by facsimile machine. Each Thursday by 2 p.m., Eastern time, the FBL will be on USDA's Ag NewsFAX. The four-digit number needed to retrieve the FBL will always be the same: 9200. To receive the **Farm Broadcasters Letter** from Ag NewsFAX, use the telephone connected to your FAX machine to call (202) 690-3944. Then, press 1 4 9200 # 3 on the telephone and the start button your FAX machine. If you encounter a problem, call **Diane O'Connor** (202) 720-2168.

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FROM OUR RADIO SERVICE

AGRICULTURE USA #1816 -- Whether you are a high school, college or professional athlete or just someone who works out this program is packed with good advice. On this edition of **AGRICULTURE USA**, **Brenda Curtis** talks with **Dr. Linda Houghtkooper** about the role proper nutrition plays in exercise. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1298 -- Proposed regulatory reforms; Easter chicks not so nice; "900" numbers; exercise and fluids to drink; the problems and promise of taxol. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1807 -- USDA News Highlights; farm trade surplus growing; cotton outlook; preventing power take off injuries; fleas on farms. (Weekly reel of news features.)

NEWS FEATURE FIVE #1513 -- Blue Ridge research; the virus advantage; predicting gypsy moth damage; bounty of the sea; tasty alternative to fat. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Fri., April 10, U.S. crop production report; farm labor report; world ag supply and demand; Mon., April 13, world grain; ag situation and outlook; world oilseed situation; world cotton situation; Tues., April 14, weekly weather and crop update; vegetable outlook; Thurs., April 16, milk production report. **(These are the USDA reports we know about in advance. Our Newline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)**

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EST, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **DeBoria Janifer** reports on rust-resistant beans; **Pat O'Leary** takes a look at farm exports.

ACTUALITIES -- USDA meteorologist **Norton Strommen** reports on weather and crops; USDA economist **Barbara Claffey** reports on agricultural outlook; USDA economist **Diane Bertelsen** reports on fruit outlook; USDA Ag Trade Officer **Geoffrey Wiggin** reports on exports to Japan.

UPCOMING FEATURES -- **DeBoria Janifer** reports on turf grass research; **Pat O'Leary** reports on secrets of the soil.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, Transponder 12D (Channel 23), audio 6.2 or 6.8: Thursdays from 7:30 - 7:45 p.m., EST, Saturdays from 10 - 10:45 a.m., EST, and Mondays from 8 - 8:45 a.m., EST.

OFFMIKE

AG DAY PROGRAM...produced by **Roger Strom** (WCCO, Minneapolis, Minn.) featured state agriculture officials speaking to grade school students about agriculture. Roger also interviewed the students following the presentations. One of the points Roger made was that farming is a business that buys at retail and sells at wholesale.

LESS THAN HALF...or 43 per cent of farms in the area served by **Bart Bartholomew** (KLNT, Clinton, Iowa) list farming as the primary occupation. Bart says the ag census information indicates that the trend is growing toward fewer full-time farms.

STATE LEGISLATURE...is considering a bill to allow local jurisdictions to restrict the use of pesticides, says **Dan Gordon** (Tennessee Agrinet, Nashville). He says this is a concern to Tennessee producers because it could result in many different standards across the state.

BACK AT WORK...following a two-week bout with appendicitis, is **Cindy Zimmerman** (Brownfield Network, Box 104180, Jefferson City, Mo. 65110).

Farm Broadcasters Letter



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CONGRATULATIONS...to **Curt Lancaster** (VSA Radio Network, San Angelo, Texas), installed as a member of the Ag Council of America (ACA) board of directors. Curt represents the National Association of Farm Broadcasters on the ACA board. Another farm broadcaster, **Jim Yancy** (Progressive Farmer Networks, Starkville, Miss.), represents the National Agri-Marketing Association on the board. ...and to **Taylor Brown** and **Rick Haines** (Northern Ag Network, Billings, Mont.). Their network was the first recipient of the new Shepherd's Voice award for broadcast media presented by the American Sheep Industry at the association's recent convention in Orlando, Fla.

FARM TOUR...for children was covered with a live remote by **Homer Quamm** (WSVA, Harrisonburg, Va.) during National Agriculture Week. Thanks to **Elaine Lidholm** (Virginia Agriculture and Consumer Services, Richmond) for the information.

VIC POWELL
Chief, Radio and TV Division